



# ***“The Utility Partnering Decision”***

***Presented by Jack Rose  
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**sunshinenergy**

# Program Basics



- What is Sunshine Energy
  - The principle behind Sunshine Energy is to provide choices for electricity consumers. This program lets customers choose energy from renewable sources, such as wind, solar, and bio-energy. These environmentally preferred sources of power go directly into the nationwide grid, offset the amount of CO<sub>2</sub> emissions and help support the generation of new renewable facilities.



# Program Basics



## How Does the Program work

- Residential customers only
- Monthly charge of \$9.75
- It will be a fixed cost for the environmental benefits associated with 1,000 kwh of cleaner electricity.
  - (bio-energy, wind, and solar) throughout the life of the program and marketing and advertising expenses associated with administering the program.



# *Program Basics*



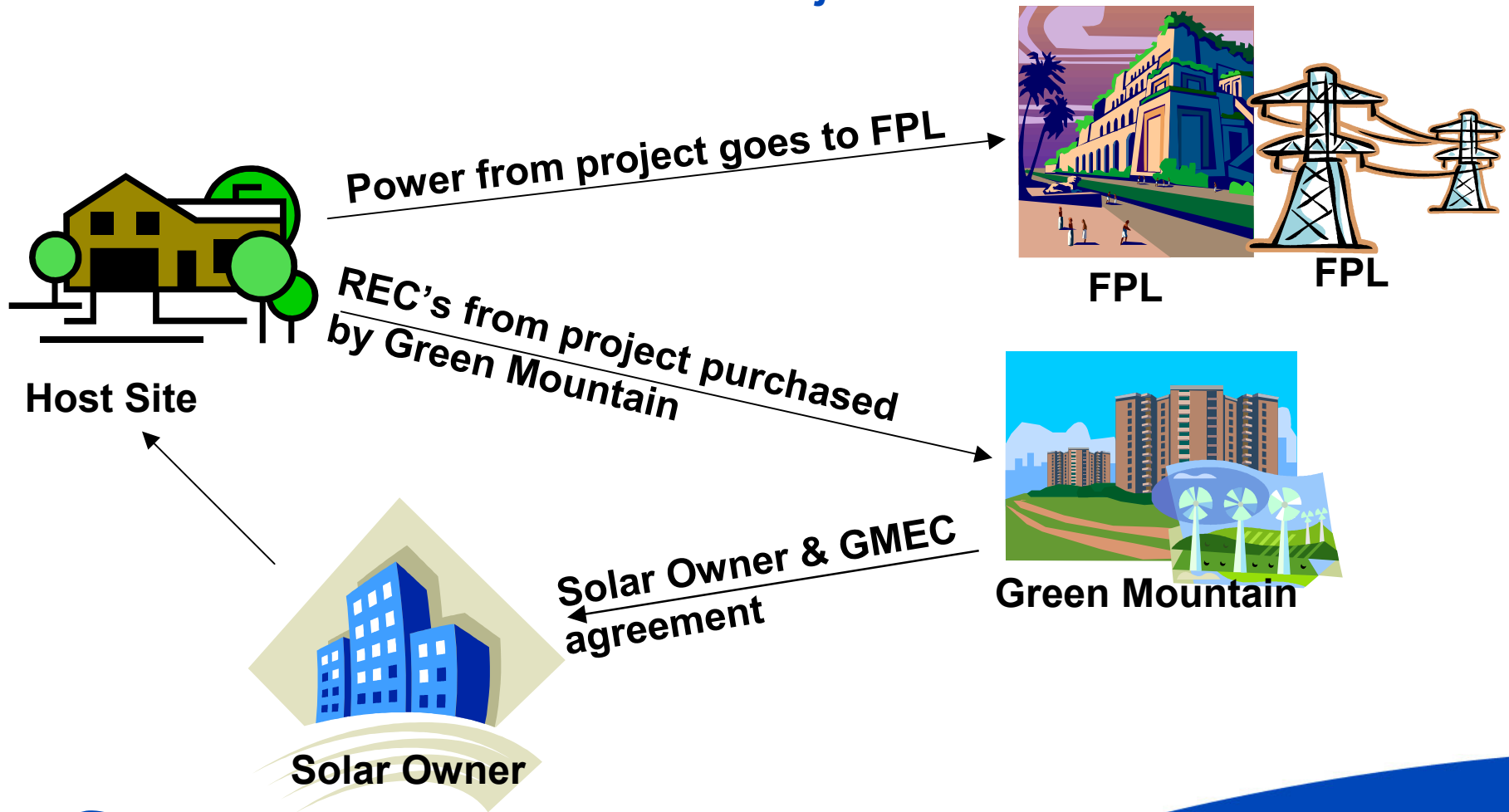
How does this program encourage the installation of solar in Florida?

- For every 10,000 customers that participate, FPL is committed to install 150 kW of Solar renewables in Florida.



# Program Basics

## Flow of Power & REC's from Solar Project



# Program Basics



## *How do I Enroll?*

- There are several ways to participate in the Sunshine Energy Program
  - 1-888-FPL-GREEN (1-888-375-4733)
  - [www.FPL.com/sunshine](http://www.FPL.com/sunshine)
  - Enrollment Forms from your FPL representative.
- FPL will also host a series of Store Front events throughout the year to educate and enroll our customers.



# Partnership Decision Process



- Level of commitment in the “Renewable” market
  - Public Perception
  - PSC/PUC mandates (reactive)
  - Utility Renewable strategy (proactive)
  - Executive buy-in....
  - Environmental stakeholders
- To partner....or not to partner.....
  - Who are they
  - What can they deliver
  - How is this going to help the Utility
  - Why can't I do this myself
  - Risk / Reward



# *Partnership Decision Process*



- Skill Sets
  - Marketing / Promotions
  - Products & Services
  - External Affairs / Corporate Communications
- Tariff Structure
  - Budget Parameters
  - Part of a conservation clause
- RFQ's / RFP's
  - Terms / Conditions / Addendums





# Partnership Decision Process



- Establish Joint Business Objectives
  - Satisfy Regulatory Requirement
    - Mandate
    - Voluntary
  - Customer Satisfaction
    - Define
    - Utility Culture
  - Supply
    - Sources / Mix
    - FERC / SERC, other



# Partnership Decision Process



- Establish Joint Business Objectives (continued)
  - Roles / Responsibilities
    - Sales / Marketing / PR
    - Channel Management
    - Meeting frequency
    - Reports
    - Operations
  - Goals / Metrics
    - Enrollments, mwh's sales
    - Short Term / Long Term



# Partnership Decision Process



- Establish Joint Business Objectives (continued)
  - Quality Plan
    - Sales Channels
    - Collateral / Brochures
    - Enrollment Disputes
    - PDCA
  - Environmental Stakeholders
    - Level of involvement / awareness
    - Media Issues / Opportunities
    - Advisory Panel



# Partnership Decision Process



- Establish Joint Business Objectives (continued)
  - Learning Curve
    - Customer demographics
    - Florida vs. South East vs. other regions
    - Churn / Drop rates
    - Connects / Disconnects / Final Billed
    - Email overload
      - Spam
      - Other products & services



# Partnership Decision Process



- Establish Joint Business Objectives (continued)
  - Message Map
    - Positioning Strategy
      - Brand
    - Standardize language
      - TREC / REC
      - “tag”
      - environmental credits
      - Emission reductions





**Q/A**



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